



FOR YOUR INFORMATION

YVETTE ROBINSON

DATE: February 22, 1996
TO: Edna Moore
SUBJECT: Wrap-Up Report - Lundi Gras Festival
February 19, 1996

Venue:

A heavy downpour of rain occurred several times during the concert. Heavy rains interrupted the concert for short intervals forcing most of the attendees to run for shelter and return to the concert. However, local police estimated 35,000 attendees for the day-long festival.

Entertainment:

The entertainment was considered good for local entertainment. However, because of the time of year in New Orleans and the possibility of rain, it is suggested that next years Benson & Hedges participation we utilize "A" talent - headliner talent to attract die-hard fans who will enjoy the festivities rain or shine. For the record, the Neville Brothers headlined this event a few years ago during heavy rain and very few attendees retreated.

Signage:

There was good placement and position of Benson & Hedges signage. The manner and professionalism in which the signage was hung could stand improvement (not duct tape visible, must be secured on all sides, top and bottom). Because of the importance of signage, one of the immediate objectives will be to ensure that the signage becomes the responsibility of a professional who understands the signage placement. (To be discussed with all agencies). I will also order Benson & Hedges flag pole banners to be utilized at all outdoor events. Flag pole banners, used consistently, have been known to capture the attention of consumers/attendees.

Name Generation Booth:

Other than the Benson & Hedges logo, the following must be adhered to:

- the "must be 21 years of age and older" signs displayed;
- the "complimentary gift" signs displayed;
- PM/Promoter must strategically position booth in the main line of food concessions - which were located directly across from the stage versus the positioning on the periphery.

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Surveyors:

I will instruct Maria to work more closely with Phoenix Marketing to ensure that the surveyors become more effective in marketing themselves. Although there was more than enough surveyors available, I don't think they were effectively pursuing their responsibilities. Understanding the fact that they are models, we need to institute a specific training session, e.g., (GMR training sessions) This process must be initiated by Philip Morris personnel.

Phoenix Marketing On-Site Manager:

Although Tom the on-site Phoenix Marketing manager was extremely energetic and hard-working, it was obvious he was not experienced at directing the surveyors. It should be taken into consideration that sometimes while a manager does have experience with surveyors, they often have no experience with an all Black survey team. This has been rectified. Phoenix Marketing has hired the respective managers for the respective events.

Incentive Items:

We must continually ask ourselves, what item will make other attendees/consumers at our event ask "Where did you get that?"

Other ZULU related activities (King & Queen Ball/Gala):

Although there were two table for Philip Morris/Benson & Hedges, it should be noted that the ID table cards were hand-written versus printed.

Summary:

This was our first year to participate in this event and it was also the first CEM event in 1996. The Lundi Gras Event definitely has potential once the above listed adjustments and changes are made. However, I do not feel this year's event delivered enough bang for the buck. Before I consider submitting Lundi Gras Festival as a 1997 recommendation, I will personally negotiate with the Zulu Organization to ensure that all the said corrections can and will be corrected.

jyr/me

cc: S. Bellissimo (Phoenix Mktg.)
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